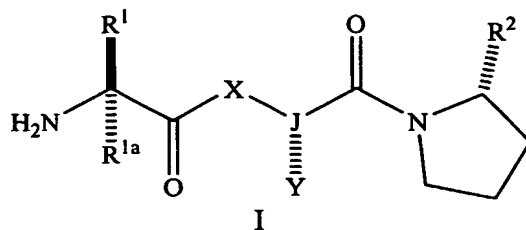


What is Claimed:

1. A compound of formula I:



wherein:

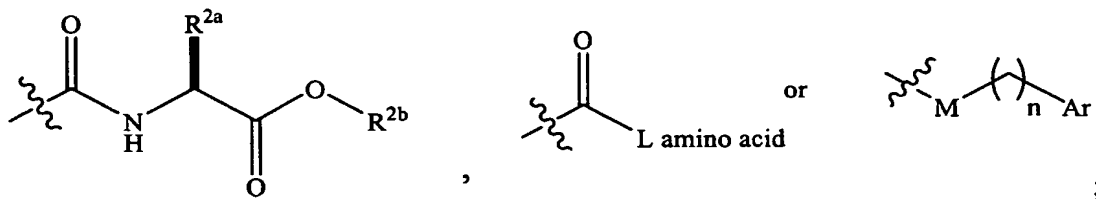
R^1 is methyl, ethyl, n-propyl, isopropyl, or ethenyl;

R^{1a} is H or methyl;

X is -O-, -S-, -CH₂-, or -NH-, and J is -CH- or -N-, provided that when J is -N-, X is -CH₂- or -NH-;

Y is H, methyl, ethyl, n-propyl, or isopropyl;

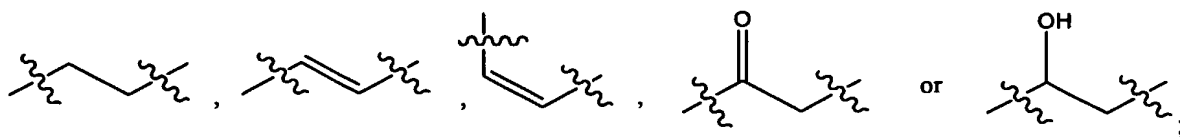
R^2 is:



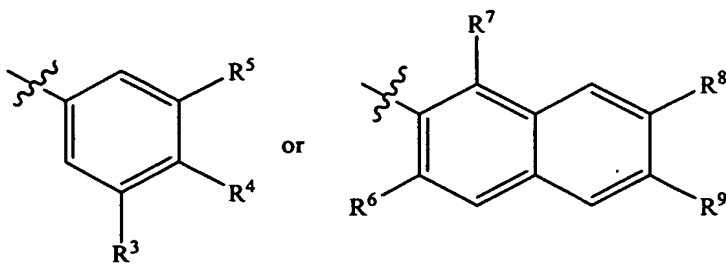
R^{2a} is aryl, cycloalkyl, optionally substituted aralkyl, or cycloalkylalkyl;

R^{2b} is H or alkyl;

M is :



Ar is:



R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , and R^9 are each independently H, methyl, ethyl, n-propyl, isopropyl, halo, cyano, $-(CH_2)_p-C(=O)OH$, $-(CH_2)_p-C(=O)O$ -alkyl, $-(CH_2)_p-C(=O)NH_2$;

n and p are each independently the integer 0, 1, 2, or 3, and the sum of (n + p) is the integer 2 or 3;

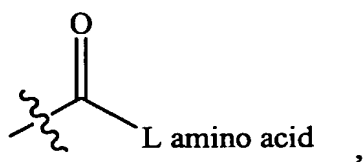
provided that at least one of R^3 , R^4 , and R^5 , or at least two of R^6 , R^7 , R^8 , and R^9 are each independently H, methyl, ethyl, n-propyl, isopropyl, halo, or cyano;

provided that when one or more of R^3 and R^5 is isopropyl, R^4 is other than isopropyl;

provided that when R^4 is isopropyl, R^3 and R^5 are each independently other than isopropyl;

provided that when R^8 is isopropyl, R^9 is other than isopropyl; and

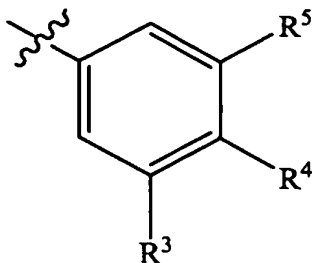
provided that when R^{1a} is H, X is -NH-, J is -CH-, Y is H, methyl or isopropyl, and R^2 is:



R^1 is ethenyl;

or a pharmaceutically acceptable salt thereof.

2. A compound according to claim 1, of formula I, wherein R^1 is methyl.
3. A compound according to claim 1, of formula I, wherein R^{1a} is H.
4. A compound according to claim 1, of formula I, wherein Y is H, methyl, or isopropyl.
5. A compound according to claim 4, of formula I, wherein Y is isopropyl.
6. A compound according to claim 1, of formula I, wherein Ar is:



7. A compound according to claim 6, of formula I, wherein one of R^3 , R^4 , and R^5 is $-(CH_2)_p-C(=O)OH$, $-(CH_2)_p-C(=O)O\text{-alkyl}$, $-(CH_2)_p-C(=O)NH_2$.

8. A compound according to claim 7, of formula I, wherein p is the integer 0.

9. A compound according to claim 7, of formula I, wherein one of R^3 , R^4 , and R^5 is $-(CH_2)_p-C(=O)OH$ or $-(CH_2)_p-C(=O)O\text{-alkyl}$.

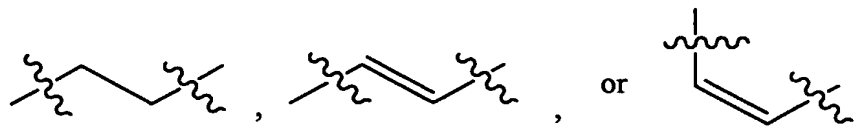
10. A compound according to claim 9, of formula I, wherein p is the integer 0.

11. A compound according to claim 9, of formula I, wherein one of R^3 , R^4 , and R^5 is $-(CH_2)_p-C(=O)OH$.

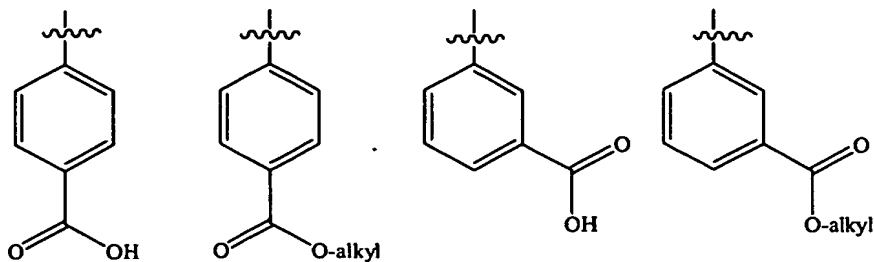
12. A compound according to claim 11, of formula I, wherein p is the integer 0.

13. A compound according to claim 1, of formula I, wherein the sum of $(n+p)$ is the integer 2.

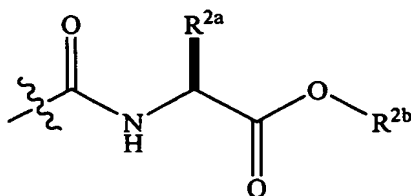
14. A compound according to claim 1, of formula I, wherein M is:



15. A compound according to claim 1, of formula I, wherein Ar is:



16. A compound according to claim 1 of formula I wherein R^2 is:



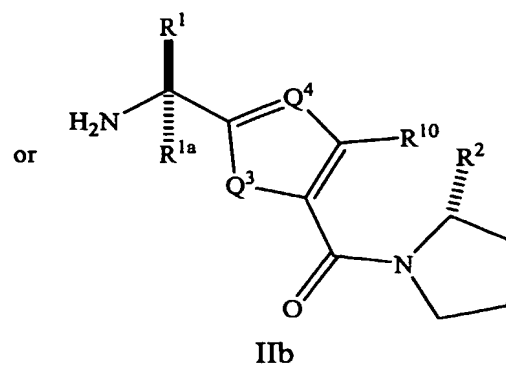
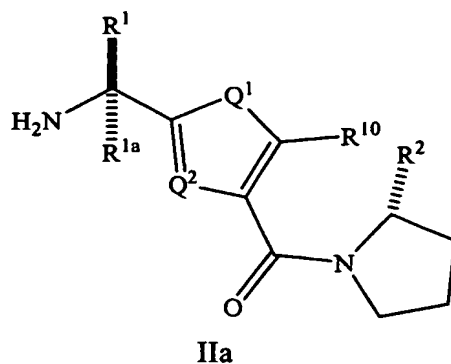
17. A compound according to claim 16, of formula I, wherein R^{2a} is optionally substituted aralkyl.

18. A compound according to claim 16, of formula I, wherein R^{2a} is phenyl, cyclohexyl, *alpha*-naphthylmethyl, *beta*-naphthylmethyl, benzyl, phenylethyl, or cyclohexylmethyl.

19. A compound according to claim 17, of formula I, wherein R^{2a} is optionally substituted benzyl.

20. A compound according to claim 19, of formula I, wherein said benzyl is substituted with one or more alkyl, halo, aryl, carboxy, alkoxycarbonyl, or aroyl, or combinations thereof.

21. A compound of formula IIa or IIb:



wherein:

R^1 is methyl, ethyl, n-propyl, isopropyl, or ethenyl;

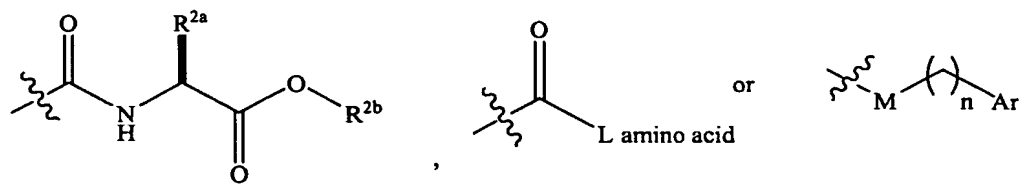
R^{1a} is H or methyl;

Q^1 and Q^3 are each independently -O-, -S-, or -NH-;

Q^2 is -CH-, or -N-;

Q^4 is -N-;

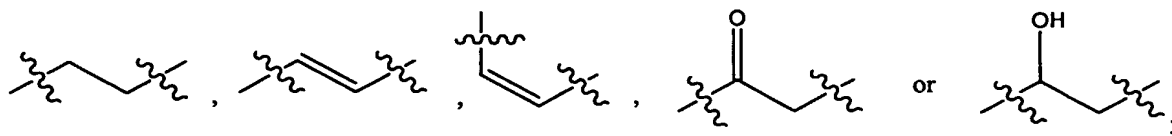
R^2 is:



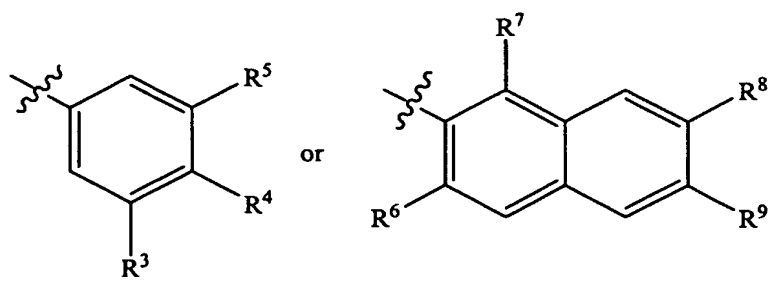
R^{2a} is aryl, cycloalkyl, optionally substituted aralkyl, or cycloalkylalkyl;

R^{2b} is H or alkyl;

M is:



Ar is:



R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , and R^9 are each independently H, methyl, ethyl, n-propyl, isopropyl, halo, cyano, $-(CH_2)_p-C(=O)OH$, $-(CH_2)_p-C(=O)O$ -alkyl, $-(CH_2)_p-C(=O)NH_2$; R^{10} is H or methyl;

n and p are each independently the integer 0, 1, 2, or 3, and the sum of (n + p) is the integer 2 or 3;

provided that at least one of R^3 , R^4 , and R^5 , or at least two of R^6 , R^7 , R^8 , and R^9 are each independently H, methyl, ethyl, n-propyl, isopropyl, halo, or cyano;

provided that when one or more of R^3 and R^5 is isopropyl, R^4 is other than isopropyl;

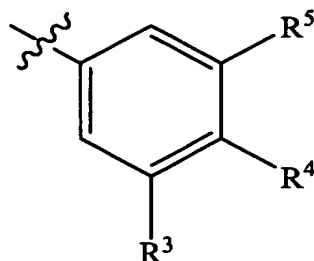
provided that when R^4 is isopropyl, R^3 and R^5 are each independently other than isopropyl;

provided that when R^8 is isopropyl, R^9 is other than isopropyl; and

provided that when R^{1a} is H, X is $-NH-$, J is $-CH-$, Y is H, methyl or isopropyl;

or a pharmaceutically acceptable salt thereof.

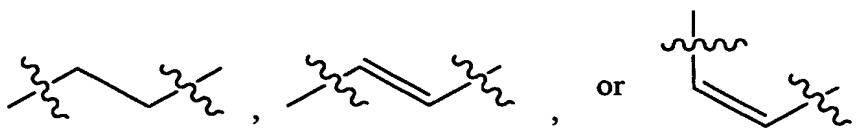
22. A compound according to claim 21, of formula IIa, wherein R^1 is methyl.
23. A compound according to claim 21, of formula IIa, wherein R^{1a} is H.
24. A compound according to claim 21, of formula IIa, wherein Y is H, methyl, or isopropyl.
25. A compound according to claim 24, of formula IIa, wherein Y is isopropyl.
26. A compound according to claim 21, of formula IIa, wherein Ar is:



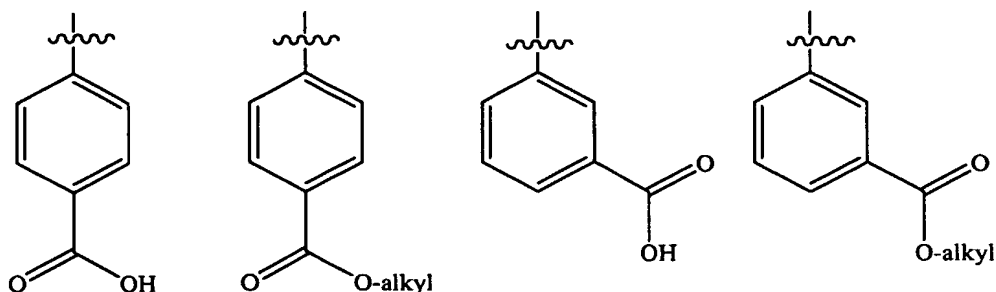
27. A compound according to claim 26, of formula IIa, wherein one of R^3 , R^4 , and R^5 is $-(CH_2)_p-C(=O)OH$, $-(CH_2)_p-C(=O)O$ -alkyl, $-(CH_2)_p-C(=O)NH_2$.

28. A compound according to claim 27, of formula IIa, wherein p is the integer 0.
29. A compound according to claim 27, of formula IIa, wherein one of R^3 , R^4 , and R^5 is $-(CH_2)_p-C(=O)OH$ or $-(CH_2)_p-C(=O)O\text{-alkyl}$.
30. A compound according to claim 29, of formula IIa, wherein p is the integer 0.
31. A compound according to claim 29, of formula IIa, wherein one of R^3 , R^4 , and R^5 is $-(CH_2)_p-C(=O)OH$.
32. A compound according to claim 31, of formula IIa, wherein p is the integer 0.
33. A compound according to claim 21, of formula IIa, wherein the sum of (n+p) is the integer 2.

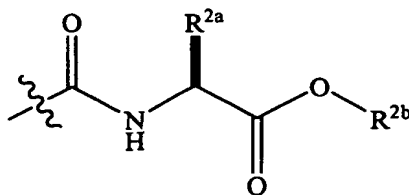
34. A compound according to claim 21, of formula IIa, wherein M is:



35. A compound according to claim 21, of formula IIa, wherein Ar is:

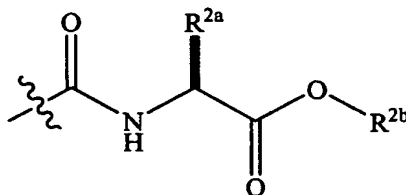


36. A compound according to claim 21, of formula IIa or IIb wherein R^2 is:



37. A compound according to claim 21, of formula IIa or IIb wherein Q^2 is -N-.

38. A compound according to claim 21 of formula IIa or IIb wherein R^2 is:



39. A compound according to claim 21, of formula IIa or IIb, wherein R^{2a} is optionally substituted aralkyl.

40. A compound according to claim 38, of formula IIa or IIb, wherein R^{2a} is phenyl, cyclohexyl, *alpha*-naphthylmethyl, *beta*-naphthylmethyl, benzyl, phenylethyl, or cyclohexylmethyl.

41. A compound according to claim 39, of formula IIa or IIb, wherein R^{2a} is optionally substituted benzyl.

42. A compound according to claim 41, of formula IIa or IIb, wherein said benzyl is substituted with one or more alkyl, halo, aryl, carboxy, alkoxycarbonyl, or aroyl.

43. A compound according to claim 21, of formula IIa or IIb, wherein R^{10} is methyl.

44. A pharmaceutical composition comprising the compound of claim 1.

45. A pharmaceutical composition comprising the compound of claim 21.

46. A diagnostic or assay agent comprising a detectable form of the compound of claim 1.

47. A diagnostic or assay agent comprising a detectable form of the compound of claim 21.